



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Covington, AL

Top Tapestry Segments:		Demographic Summary		
			2008	2013
Heartland Communities	24.8%	Population	37,012	36,686
Rooted Rural	21.6%	Households	15,812	15,823
Southern Satellites	20.8%	Families	10,771	10,660
Rural Bypasses	13.2%	Median Age	41.9	43.5
Home Town	7.7%	Median Household Income	\$31,121	\$33,784

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	46	\$1,244.39	\$19,676,340
Men's	46	\$228.82	\$3,618,030
Women's	44	\$413.16	\$6,532,858
Children's	55	\$228.71	\$3,616,411
Footwear	39	\$190.32	\$3,009,282
Watches & Jewelry	52	\$115.92	\$1,832,913
Apparel Products and Services ¹	53	\$67.47	\$1,066,846
Computer			
Computers and Hardware for Home Use	53	\$112.25	\$1,774,867
Software and Accessories for Home Use	49	\$14.08	\$222,682
Entertainment & Recreation	62	\$2,289.02	\$36,193,990
Fees and Admissions	46	\$286.68	\$4,532,955
Membership Fees for Clubs ²	49	\$82.07	\$1,297,658
Fees for Participant Sports, excl. Trips	45	\$50.91	\$804,943
Admission to Movie/Theatre/Opera/Ballet	45	\$66.91	\$1,057,910
Admission to Sporting Events, excl. Trips	48	\$28.98	\$458,229
Fees for Recreational Lessons	45	\$57.48	\$908,839
Dating Services	58	\$0.34	\$5,376
TV/Video/Sound Equipment	59	\$842.26	\$13,317,875
Community Antenna or Cable TV	65	\$476.24	\$7,530,330
Televisions	50	\$147.69	\$2,335,258
VCRs, Video Cameras, and DVD Players	61	\$20.15	\$318,647
Video Cassettes and DVDs	59	\$38.37	\$606,669
Video Game Hardware and Software	57	\$20.55	\$324,991
Satellite Dishes	86	\$0.95	\$14,964
Rental of Video Cassettes and DVDs	58	\$29.50	\$466,519
Streaming/Downloaded Video	37	\$0.30	\$4,728
Sound Equipment ³	50	\$105.24	\$1,664,071
Rental and Repair of TV/Radio/Sound Equipment	56	\$3.27	\$51,698
Pets	72	\$319.17	\$5,046,794
Toys and Games	61	\$90.92	\$1,437,650
Recreational Vehicles and Fees ⁴	86	\$377.56	\$5,969,917
Sports/Recreation/Exercise Equipment ⁵	59	\$127.83	\$2,021,319
Photo Equipment and Supplies ⁶	60	\$76.29	\$1,206,368
Reading ⁷	59	\$168.30	\$2,661,112
Food	60	\$4,997.76	\$79,024,604
Food at Home	62	\$3,008.73	\$47,574,076
Bakery and Cereal Products	62	\$420.97	\$6,656,395
Meat, Poultry, Fish, and Eggs	62	\$763.95	\$12,079,527
Dairy Products	62	\$346.36	\$5,476,582
Fruit and Vegetables	57	\$474.05	\$7,495,751
Snacks and Other Food at Home ⁸	63	\$1,003.40	\$15,865,821
Food Away from Home	58	\$1,989.03	\$31,450,528
Alcoholic Beverages	50	\$300.66	\$4,754,078
Nonalcoholic Beverages at Home	65	\$286.19	\$4,525,262



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	39	\$394.31	\$6,234,855
Vehicle Loans	68	\$3,943.13	\$62,348,818
Health			
Nonprescription Drugs	74	\$84.16	\$1,330,690
Prescription Drugs	77	\$435.41	\$6,884,636
Eyeglasses and Contact Lenses	66	\$50.93	\$805,367
Home			
Mortgage Payment and Basics ⁹	51	\$4,672.17	\$73,876,418
Maintenance and Remodeling Services	50	\$1,043.15	\$16,494,258
Maintenance and Remodeling Materials ¹⁰	74	\$307.45	\$4,861,457
Utilities, Fuel, and Public Services	66	\$3,005.40	\$47,521,355
Household Furnishings and Equipment			
Household Textiles ¹¹	56	\$77.74	\$1,229,230
Furniture	48	\$317.82	\$5,025,298
Floor Coverings	52	\$50.76	\$802,547
Major Appliances ¹²	64	\$192.89	\$3,049,987
Housewares ¹³	53	\$50.35	\$796,165
Small Appliances	63	\$22.26	\$351,974
Luggage	45	\$4.47	\$70,652
Telephones and Accessories	49	\$21.08	\$333,297
Household Operations			
Child Care	47	\$191.80	\$3,032,789
Lawn and Garden ¹⁴	65	\$277.03	\$4,380,449
Moving/Storage/Freight Express	54	\$28.05	\$443,517
Housekeeping Supplies ¹⁵	64	\$489.66	\$7,742,484
Insurance			
Owners and Renters Insurance	68	\$335.38	\$5,303,028
Vehicle Insurance	62	\$868.16	\$13,727,303
Life/Other Insurance	67	\$384.54	\$6,080,304
Health Insurance	69	\$1,400.50	\$22,144,770
Personal Care Products ¹⁶	60	\$259.41	\$4,101,747
School Books and Supplies ¹⁷	56	\$65.96	\$1,042,967
Smoking Products	77	\$349.20	\$5,521,536
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	64	\$3,332.19	\$52,688,643
Gasoline and Motor Oil	69	\$1,745.32	\$27,596,949
Vehicle Maintenance and Repairs	61	\$601.08	\$9,504,307
Travel			
Airline Fares	45	\$187.22	\$2,960,309
Lodging on Trips	54	\$230.22	\$3,640,294
Auto/Truck/Van Rental on Trips	41	\$15.97	\$252,491
Food and Drink on Trips	55	\$256.93	\$4,062,602

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.